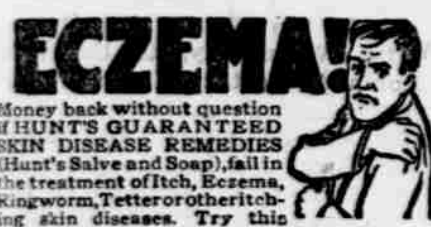


### BOOK ADVERTISING HERE BUNK?

Book publishers who devote their lives to saying nice things about other people, recently got a hard knock from Frank Swinnerton, who is an author himself, and incidentally a publisher. Frank says that advertising is done simply to tickle the author's vanity. We had always imagined that advertising was destined to sell books. But Swinnerton has more to say—in brief, advertising is bunk, and it does not sell books.

In a way Mr. Swinnerton is right. The ideas of the average book publisher about advertising are pathetic; the results he gets as compared with what is done with automobiles, tooth paste, hair tonic, or silk stockings, are about as impressive as a third grade school boy doing long division. Most book advertisers are twenty years behind the times. Only a few publishers advertise intelligently and they are reading wider audiences. There was a time several years ago when James Oliver Curwood was lucky when he sold 10,000 copies of his books. Peter B. Kyne once looked with awe at the 10,000 mark. To-day Curwood's stories of the Northwest and Kyne's portraits of American character run well over the 100,000 mark. Of course they write better. But their great audiences have been made for them by unknown hands and heads which conceived and executed skillful merchandising campaigns—and created real advertising. This is true of other writers as well. Advertising has played a large part in the success of the Five-foot shelf, the sets of Stevenson, Conan Doyle, Mark Twain, Oscar Wilde, and others too numerous to mention.



VARDEN & SON,  
Paris, Ky.

### STRAIN TOO GREAT

Hundreds of Paris Readers Find  
Daily Toil a Burden

The hustle and worry of business men. The hard work and stooping of workmen.

The woman's household cares, Often weaken the kidneys. Backache, headache, dizziness, Kidney troubles, urinary troubles frequently follow.

A Paris citizen tells you what to do.

O. T. Sprake contractor and carpenter, 304 Main street, says: "I have been a sufferer from kidney trouble for many years and Doan's Kidney Pills is the best medicine I have ever been able to find. They always give me fine relief and I can't recommend them too highly. I have been in bad shape at times and backache caused me to lay off work for several days. I was greatly annoyed by the frequent passage of the kidney secretions which contained a sandy sediment. When I have any need for such a medicine I use Doan's and it doesn't take them long to fix me up in good shape."

Price 60c, at all dealers. Don't simply ask for a kidney remedy—get Doan's Kidney Pills—the same that Mr. Sprake had. Foster-Milburn Co., Mfrs., Buffalo, N. Y.

### THE CHRISTMAS SPIRIT

City Sheriff Harry Blake, of Cincinnati, has announced that during the holiday season or until January 5, he will not be a party to ejecting any widows or orphans from their homes because of inability to pay rent; neither will he aid in garnishing the wages of workmen, or in making any forced collections. Further he declared that during the holidays he will not receive replevin, ejectment or garnishee suits.

It's a sign a man is old when he mistakes a thrill for a chill.

### THE BIBLE AND ITS PLACE IN LIFE

(By Rev. George Henry Dole, of Wilmington)

"The Lord gave the Word; great was the company of those that publish it."—Psalm 68, V.II.

The Bible many times calls itself the Word of God. although there are always some who doubt that the Bible is the Word of God. They point to contradictions and impossibilities in the letter of the Word, "that the Lord gets angry," and "that He is always the same," and "that the world was made in six days." From mere surface appearances the Bible does not seem to be from God. Yet there is a point of view from which it can be seen that "The Word is true from the beginning, and every one of thy righteous judgments endureth forever." The Bible must be read from the standpoint of its purpose. When the Bible is understood it is found to be just the kind of a book that God would prepare. The Bible intention is not to teach geology, astronomy or history. "All scripture is given by inspiration of God, and is profitable for doctrine, for reproof, for correction, for instruction in righteousness; that the man of God may be perfect, thoroughly furnished unto all good works." That is the proof of the Word! Does it furnish unto all good works?

The truth is not the accuracy of the Bible history, although it is mostly true literal fact. If, as is sometimes claimed, the Jews were never in Egypt, the providence of God over the Jews was just and merciful, fully revealing His divine nature. Admit there was no "Prodigal Son" the story reveals the unfailing love of God. The Word is giving for its Spirit and not for its letter. Read it to catch the spirit; then the Heavenly light will illumine the mind. The Word is not given for those who would profane it. The Lord gives no holy things to dogs, not casts treasures before truth to those who desire to profane it would make them more sinful than before. Precious gems and rare metals are hidden in the earth. Those who strongly desire them will dig for them. So are the truths of the Word. They are largely hidden in the letter of the Word. Those who love them will dig for them. Our Lord said, "Search the scriptures, for in them ye think ye have eternal life; and they are they which testify of me."

The Word is like a diamond. Diamonds are discovered in a matrix which must be removed and the diamond cut. Only then the inflowing light shines with brilliant colors and dazzling brightness. The historical story and parable letter of the Word are its matrix. Press deeply the spirit within that letter and the truths of Scripture will shine like cut diamonds with brilliant light of illumination from God. The print and material book does not shine, but the precepts of the Word held in the mind do shine. They shine into the difficult problems of life and explain them. They flash on the upper pathway to righteousness. Artists depict the Bible as shining gold and penetrating rays.

The diamond cutter works with skill and follows the laws of refraction. Expert cutting makes the diamond more valuable and brilliant. The rule for making the truths of the Word brilliant is so simple and easy that anyone can do it. There is only one rule. If we live daily according to its teachings the Word proves itself. It is this simple rule which was followed by the Christ. He lived the Christ. He lived the Word, fulfilled its teachings, and proved its power. By the Word lived, He overcame every temptation. He overcame sin, sorrow, death; He won eternal victory. It was He who gave the rule which anyone can try and prove. "he that doeth the truth cometh to the light."

### INDIGESTION, GAS, UPSET STOMACH

Instantly! "Pape's Diapiesin" Corrects Stomach so Meals Digest

The moment you eat a tablet of "Pape's Diapiesin" your indigestion is gone. No more distress from a sour, acid, upset stomach. No flatulence, heartburn, palpitation, or misery-making gases. Correct your digestion for a few cents. Each package guaranteed by druggist to overcome stomach trouble.

(adv-F)

Island Brings Bride Luck. A romantic superstition has earned for Norfolk Island, in the Pacific ocean, the nickname of "Honeymoon Island." It is believed that a bride who spends her first month of married life there will be assured of long life, health, wealth and happiness.

Foolish Superstition. In "ye olden days" in England some simple-minded folk believed that swans could hatch their eggs only in a thunderstorm—that is, it required a crack of thunder to crack open the egg of a swan.

### USE THE WASTE BASKET

Paris citizens sometimes find in their mail a mysterious "chain letter," usually one containing a special prayer for happiness or good luck, or sometimes equally as foolish, and along with it a threat that bad luck will pursue them if they don't write a similar letter to three of their acquaintances. In other words, they are threatened with dire things if they "break the chain."

This nuisance has been stirred up again in this country, and Uncle Sam has sent out a warning to pay absolutely no attention to such letters. They usually spring from the mind of some thoughtless, irresponsible busybody who hasn't sense enough to know that unless the chain was broken there isn't enough men in the postal service to handle this class of foolish letters and nothing else.

Don't be skeptical enough to give the "chain letter" a second thought. Drop it in the waste basket, and if you haven't a waste basket the stove will do just as well.

### COTTON GOOD CROP

Kentucky is not rated as a cotton producing State, but it has one county that grows the staple on a rather pretentious scale. Fulton county, the southwestern corner of Kentucky, not only produces cotton on a paying scale, but the quality ranks high.

Some years ago an experiment in cotton growing showed that it could be made profitable. Since then some of the largest landowners have put in extensive cotton crops, and with the recent high price of cotton have realized handsomely on their venture.

### QUIT TOBACCO

So Easy To Drop Cigarette, Cigar or Chewing Habit

No-To-Bac has helped thousands to break the habit. Whenever you have a longing for a smoke or chew, just place a harmless No-To-Bac tablet in your mouth instead. All desire stops. Shortly the habit is completely broken, and you are better off mentally, physically, financially. It's so easy, so simple. Get a box of No-To-Bac and if it doesn't release you from all craving for tobacco in any form, your druggist will refund your money without question. (tf)

### THE POWER OF A SUGGESTION.

There is no estimating the value of an idea—especially a sales idea. The Advertising World, published monthly at Columbus, Ohio, is full of ideas for strong sales appeal by retail merchants in all lines of trade. Its subscription price is \$2.00 a year. A sample copy will be sent on request.

### RHEUMATISM

Do you know that rheumatism can be cured so that you can be your own good self again?

It has been done not only once, but in almost every case by nature's great Remedy, Radio-Active Miwo-go Mineral Water Baths at our Sanitarium.

Moderate Rates. Write for literature. MIWOGCO MINERAL SPRINGS, (10-11) Milan, Ind.

### BRIGHTER EVENINGS



### Just History

In '76  
The Colonial Dame  
Spun her cloth  
By Candle flame.

In 1860  
In Crinoline bright,  
She greeted her guests  
By Coal Oil light.

And later on,  
How time does pass  
Her home was lit  
By flickering Gas.

But the girl of to-day  
Who wants her home bright,  
Just presses a button  
And has Electric light.

Paris Gas & Electric Co.  
(Incorporated)

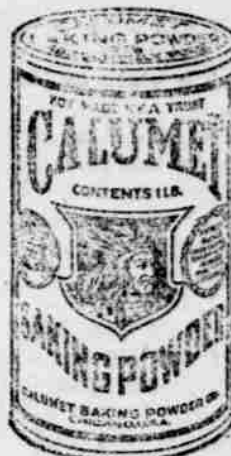
## Don't Be Penny Wise and Pound Foolish

Don't think because you can get a big can of Baking Powder for little money that you are saving anything.

There's Only One Way to  
Save on Bake-Day, Use

## CALUMET

The Economy BAKING POWDER



TEST BY TEST

—It costs only a fraction of a cent for each baking.

—You use less because it contains more than the ordinary leavening strength.

The sales of Calumet are over 150% greater than that of any other baking powder.



THE WORLD'S GREATEST BAKING POWDER

## LOSHINSKY'S CHRISTMAS SPECIALS

Silks, Woolens, Velvets and Cotton Dress Goods

All-Wool Serge, 36 in. wide	69c a yd.	Percale, 36 in. wide	15c a yd.
Black and Blue, 98c value at \$2.00 Value, at		Standard Qualities	
Wool Tricotine, 36 in. wide	98c a yd.	Corduroy Velvets, 34 in. wide	69c a yd.
		favorite colors, 98c value, at	
All-Wool Velour, 54 in. Different Shades and Colors, \$3.00 Value, at	\$1.85 a yd.	Gingham Zephyr, 32 in. attractive colors, 35c value at	22c a yd.
All-Silk Satins, 36 in. wide	\$1.29 a yd.	Outing Flannel, 36 in. wide	19c a yd.
		Stripes and Checks, 29c value, at	

We also carry a full line of Canton Crepe, Crepe de Chine, Silks, Satins, Wool Coatings, Laces, Embroideries, all at very low prices. A visit to this Store will convince you.

Remember the Address:

326 West Fifth Street, CINCINNATI.  
Between Central Ave. and Plum St.

## CHRISTMAS CANDIES!

We have the finest display of Box Candy made by four of the best candy makers in this country. See window display. We also have candy from 20c per pound on up to \$1.00.

## FINE FRUITS AND NUTS OF ALL KINDS

IN ATTRACTIVE BASKETS

A box of Cigars or a carton of Cigarettes makes him a nice present. We have all brands.

## BENEDETTI & CO.

503 Main Street

## COUNSEL

WE will counsel you when you need our assistance. We will serve you courteously and faithfully. we are trained in the most modern methods of our scientific profession.

THE J. T. HINTON CO.  
UNDERTAKERS & EMBALMERS  
BOTH PHONES  
DAY 36 NIGHT 56

## Ford TRUCK CHASSIS

New Price

\$380

F.O.B. DETROIT



The Ford One-Ton Truck Chassis has proved its ability to reduce transportation costs in practically every line of business where there is a hauling problem. It is economical, efficient, dependable. At the new low price you will agree it represents a value that has never before been offered in the commercial car field. Place your order now for reasonably prompt delivery. Terms if desired.

## RUGGLES